

***Remarks***

Reconsideration of this Application is respectfully requested.

Upon entry of the foregoing amendment, claims 96-177 are pending in the application, with 96, 111, 124, 136, 146, 154, 164, and 172 being the independent claims. Claims 96-99, 101, 104, 105, 111-115, 117-119, 121, 122, 124, 125, 136-138, 140, 142, 146, 147, 149, 150, and 152-155 are sought to be amended without prejudice to or disclaimer of the subject matter therein. Claim 122 is currently amended to correct a minor typographical error. New claims 164-177 are sought to be added. Applicants have amended the title to more accurately reflect the invention as defined by the claims. These changes are believed to introduce no new matter, and their entry is respectfully requested.

Based on the above amendment and the following remarks, Applicants respectfully request that the Examiner reconsider all outstanding objections and rejections and that they be withdrawn.

***Rejections under 35 U.S.C. § 102***

The Examiner has rejected claims 96-108 and 110-163 as allegedly being anticipated by U.S. Patent 6,466,937 to Fascenda (hereinafter "Fascenda") under 35 U.S.C. § 102(e). Applicants respectfully traverse this rejection.

Claim 96 of the present application recites, in part:

"... said order comprising an alert criteria which comprises:  
an identified data state and condition designated by the requesting user; and  
an association between each of a plurality of specific field values of the identified data state and condition, and a plurality of respective selected display templates selected from a plurality of available display

*templates, said association established according to a designation by a template-selecting user of each of the plurality of specific field values, and a selection by the template-selecting user of each respective selected display template associated with each respective specific field value;*  
wherein each of the plurality of specific field values has an associated respective selected display template;

Regarding the association between the "each of the plurality of specific field values" and the "associated respective display template", and as previously noted in the Amendment and Reply Under 37 C.F.R. § 1.116 of March 8, 2007 (presented in reply to the prior Office Action of March 8, 2006):

"An example of this association is depicted in FIG. 3B of the present application, which shows a user-interface for establishing alert settings. Illustrated in FIG. 3B are alert settings, where the particular alert is triggered based on detection of stock symbols (the stock symbols are the "identified data state and condition") in a data feed; multiple pairs of text entry fields are presented for inputting specific stock symbols and stock aliases (the "plurality of specific field values").

"Next to each pair of text entry fields is a drop-down menu for selecting a display template (a "respective selected display template[s] selected from the plurality of display templates") which will be used to display alert data associated with specific stock symbols; in combination, the pairs of text entry fields and the drop-down menus create the "association" between the stock symbols (the "plurality of specific field values") and the selected templates (the "plurality of respective selected display templates selected from the plurality of available display templates"). The result is that each stock symbol (each "respective field value") is paired with or mapped to a (i.e., "has an associated") stock template (the "associated respective selected display template").

Similarly, page 14, line 24 through page 15, line 2 of the original application (paragraph 50 of the published application) teaches:

"FIG. 3b is an exemplary Portfolio update window. Window 311 is divided into two regions 312, for Alert Settings, and 313 for Time Settings. The Alert Title in this case is "Stocks", and *the alerts are for selected stocks, editable by symbol and alias, and having drop-down menus for the user to specify a template for each stock listed. There is a default template, and a range of other selectable templates...*"

Claim 96 has been presently amended to further recite "... *a designation by a template-selecting user* of each of the plurality of specific field values...", and "... *a selection by the template-selecting user* of each respective selected display template associated with each specific field value ...".

Applicants respectfully submit that these additionally recited elements are clearly and explicitly illustrated in FIG. 3B of the present application, as well as being taught on page 14, line 24 through page 15, line 2 of the original application (paragraph 50 of the published application). Applicant's further submit that these additionally recited elements were implied in the claims which were newly submitted in the Amendment and Reply Under 37 C.F.R. § 1.116 of March 8, 2007. Applicant's have amended claim 96 to include the additionally recited text for purposes of clarity.

**Claim 96 in Relation to Fascenda**

Page 3 of the present Office Action alleges that one of the recited claim elements of claim 96 (as previously presented), namely, "... an identified data state and condition, and a display template selected from among a plurality of available display templates according to a user selection..." is taught by Fascenda. The Office Action cites Fascenda, Col. 10 line 63, to Col. 11 line 30, and specifically cites the Fascenda "template database".

Applicants again point out that claim 96 has been currently amended to recite:

"... said association established according to a designation by a template-selecting user of each of the plurality of specific field values, and a selection by the template-selecting user of each respective selected display template associated with each specific field value..."

Regarding Fascenda, Applicant's respectfully submit a concise summary of some of the elements recited therein:

1. A user may make a request for information (for example, a query for data via a Web browser), a request for branching (for example, selecting a hyperlink on a Web page), or a request for a file. See for example Fascenda, column 1, lines 65-67 through column 2, lines 1-19.

2. In response to any of the above-enumerated requests, Fascenda may retrieve suitable information, for example, a suitable Web page containing the requested data. See for example Fascenda, column 3, lines 7-38.

3. Further in response to the request, Fascenda may retrieve *a template associated with an information service* which provides the requested data, or *a template associated with a display page*. See for example Fascenda, column 10, lines 10 to 25:

"Client 304 interfaces with a client template database 310 and an client transaction database 312 stored in a memory of client device 108. Client template database 310 includes *a plurality of individual templates 314, typically associated with one or more information services* provided by the IS system of the present invention. In the present invention, client 304 and user interface 308 are defined and configured, and can be updated, in accordance with individual templates 314. As will be further described below, *each template 314 is typically associated with a display page*, and uniquely 20 defines the type of information and a layout or format of information presented to the user on the display page. Each template 314 can also define a set of available actions a user can take when viewing an associated display page, thereby allowing, for example, the user to request information from 25 the display page and to navigate between display pages."

Applicants respectfully point out that nowhere does Fascenda teach or suggest "*... a selection by the template-selecting user of each respective selected display template associated with each specific field value...*", as taught and claimed by the present application. Applicants point out in particular that the text cited by the Office Action (Fascenda, Col. 10 line 63, to Col. 11 line 30) recites a "server template

database", "tables mapping individual client device unique identifiers to the most current template versions authorized for client devices", and "server 114 efficiently distributes template updates to client devices 108 to render new service features and options available to the users". Nowhere, however, is there is a teaching or suggestion of "... *a selection by the template-selecting user of each respective selected display template associated with each specific field value...*", as recited in the present claims.

Page 3 of the present Office Action alleges that another one of the recited claim elements of claim 96 is taught by Fascenda, namely:

"... and an association between each of a plurality of specific field values of the identified data state and condition, and a plurality of respective selected display templates selected from the plurality of available display templates according to a user selection, such that each of the plurality of respective field values has an associated respective selected display template...". [Note: Applicant's have quoted here from the text of the claim as previously presented and addressed in the prior Office Action, and not as currently amended.]

The Office Action again cites Fascenda, Col. 10 line 63, to Col. 11 line 30, and specifically the "template database".

The relevant portion of claim 96, as currently amended, recites:

"... an association between each of a plurality of specific field values of the identified data state and condition, and a plurality of respective selected display templates selected from a plurality of available display templates, said association established according to a designation by a template-selecting user of each of the plurality of specific field values, and a selection by the template-selecting user of each respective selected display template associated with each specific field value;

wherein each of the plurality of specific field values has an associated respective selected display template..."

Specific support for this claim element has already been cited above. Moreover, and as previously noted in the Amendment and Reply Under 37 C.F.R. § 1.116 of March 8, 2007:

"In other words the present system ... recites a data delivery system wherein the format of delivered data (i.e., the format as defined by the selected templates) may be customized by the [template-selecting] user in accordance with a plurality of specific data values detected in the data feed; based on a choice of the [template-selecting] user, for each different specific data value which may trigger the alert, the resulting data display will be formatted according to a respective template which is specifically mapped to a respective, specific data value."

As an example of this claimed feature, Applicants again refer the Examiner to FIG. 3B of the present application, where each specific, user-designated retrieved value of a stock (for example, "CMB", "MER", "GS", "MWD", etc.) may be mapped to a specific selected display template (for example, "Currency Bid/Off", "My Equities", "Cross X Bid/Ask", etc.) according to a user selection from a list of templates.

Applicants respectfully submit that the Fascenda reference cited by the Office Action does not teach this recited feature, either in the text cited by the Examiner or elsewhere in Fascenda. As noted above, Fascenda may retrieve *a template associated with an information service* which provides the requested data, or Fascenda may retrieve *a template associated with a display page*.

However, nowhere does Fascenda teach:

"... an association between each of a plurality of specific field values ... and a plurality of respective selected display templates ..."

Nor does Fascenda teach that the association is based on:

"... a designation by a template-selecting user of each of the plurality of specific field values, and a selection by the template-selecting user of each respective selected display template associated with each specific field value..."

More concisely, nowhere does Fascenda teach:

(a) associating a specific display template with a specific value of a retrieved data field;

(b) making a plurality of such respective associations for each of a plurality of specific values of the retrieved data field; or

(c) that such associations are made by a template-selecting user designation or selection;

as taught by the present application.

**Claim 97-108 and 110-163 in Relation to Fascenda**

On the basis of the above arguments, Applicants respectfully assert that claim 96 is not anticipated by Fascenda. Claims 97-108 and 110 depend from claim 96.

Claims 97-108 and 110 are therefore also not anticipated by Fascenda for at least the same reasons as claim 96 and further in view of their own respective features.

Applicants therefore respectfully request that the rejections to claims 96 through 108 be withdrawn, and the claims moved to allowance.

Independent claim 111 is for an application running in a network-based system, and providing services and features some of which are substantially analogous to those claimed in claim 96. Independent claim 124 is for a method for transmitting a user-ordered data from a network-based system to a communication device of a requesting user, and providing services and features some of which are substantially analogous to those claimed in claim 96. Independent claim 136 is for a network-based system providing services and features some of which are substantially analogous to those claimed in claim 96. Independent claim 146 is for an application running in a network-based system, and providing services and features some of which are substantially analogous to those claimed in claim 96. Independent claim 154 is for a method for

transmitting a user-ordered data from a network-based system to a communication device of a requesting user, and providing services and features some of which are substantially analogous to those claimed in claim 96. Claims 111, 124, 136, 146, and 154 all share features in common with claim 96, and in particular those features discussed above which are not anticipated by Fascenda. Therefore claims 111, 124, 136, 146, and 154 are all allowable over Fascenda for at least the same reasons as claim 96, and further in view of their own respective features. Applicants therefore respectfully request that the rejections to claims 111, 124, 136, 146, and 154 be withdrawn, and the claims moved to allowance.

Claims 112-123, 125-135, 137-145, 147-153, and 155-163 depend from independent claims 111, 124, 136, 146, and 154, respectively, and are therefore allowable over Fascenda for at least the same reasons as independent claims 111, 124, 136, 146, and 154 from which they depend, and further in view of their own respective features. Applicants therefore respectfully requests that the rejections to claims 112-123, 125-135, 137-145, 147-153, and 155-163 be withdrawn, and the claims be moved to allowance.

***Rejections under 35 U.S.C. § 103***

The Examiner has rejected claims 109 under 35 U.S.C. § 103 as being allegedly obvious over U.S. Patent 6,466,937 to Fascenda (hereinafter "Fascenda"). Specifically, the Examiner has stated:

"For claim 109, Fascenda teaches, the network-based system of claim 96, wherein server node further comprises means for parsing the data feed (Fascenda, Col. 10 lines 41-60, real-time data) Fascenda fails to teach, converting the data feed into extensible Markup Language (XML) for internal data processing.



It would have been obvious to one of ordinary skill in the art at the time of the invention was made to convert the streamed data into XML format since the data would be going to internet devices. (Fascenda , Col. 5 lines 45-60)"

As discussed above, Applicants assert that claim 96, from which claim 109 depends, is not anticipated by Fascenda. Therefore neither claim 96 nor any claim which depends from claim 96 can be obvious in view of Fascenda without, at the least, additional references which can be justifiably combined with Fascenda under 35 U.S.C. § 103, and which further provide the elements of the present application missing from Fascenda. The Office Action provides no such additional references.

Therefore, Applicants respectfully assert that claim 109 is allowable under 35 U.S.C. § 103 for at least the same reasons as claim 96, and further in view of its own respective features. Applicants therefore request that the rejection to claim 109 be withdrawn, and the claim be moved to allowance.

#### ***New Claims***

New claims 164-177 are sought to be added. As noted above, these changes are believed to introduce no new matter, and their entry is respectfully requested. Support for these new claims may be found in the present application, *inter alia*, in FIG. 3B, at page 14, line 24 through page 15, line 2 of the original application (paragraph 50 of the published application), and at page 7, line 26 through page 9, line 3 (paragraphs 20 and 21 of the published application).

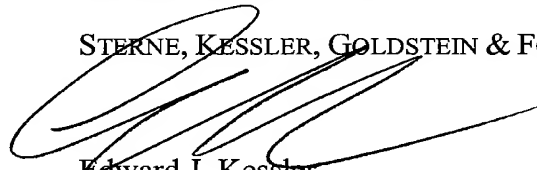
***Conclusion***

All of the stated grounds of objection and rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider all presently outstanding objections and rejections and that they be withdrawn. Applicants believe that a full and complete reply has been made to the outstanding Office Action and, as such, the present application is in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Prompt and favorable consideration of this Amendment and Reply is respectfully requested.

Respectfully submitted,

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Date: 16 July 2007

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